

“We have had a very good response for our products at Excon 2019”

Sharp Ply India offers a variety of plywood products that equip the construction industry from formwork to finish for the best results. **Paras Kumar, Director, Sharp Ply (India) Pvt Ltd** spoke to *Construction Business Today* about the outcome of his firm’s participation at Excon 2019.



What kind of a feedback have you received from Excon 2019?

The feedback has really been positive this time. On the first day it was disappointing but after that it picked up well. We have received a very good response from visitors and customers. Considering the market scenario at present the number of footfalls is admirable. This time though we saw a lot of new visitors the competitors seem to be fewer than last time. The organisers haven’t done anything special but the quality of the exhibition and its marketing has certainly been good. I think they should continue with their strategy.

On products displayed at the exhibition...

The products on display here include timber H beams and formwork systems which are from Germany and Ukraine. They are all 100 per cent imported and marketed in India. We presented normal formwork like other companies in the field have done. Along with that we had a

specialty product called circular formwork, which very few of the players are doing. Our international partners are Mywood from Germany and Variant Factories from Ukraine. In support of them we are doing work on their products in India. The latter has mastery in circular formwork. Variant Factories Ltd, has a range of steel based systems in formwork. They have a very good hold and name in infra and industrial projects. Sharp Ply in association with Mywood has launched a new product line - H16 in the formwork beam segment for the Indian market. The new H16 is compliant with European norms and set to counter indigenous competition.

Projects to which you have supplied circular formwork?

We have supplied formwork systems to a couple of companies involved in Sewerage Treatment Plants or STPs. They use this particular material to have a seamless, flawless casting. It is a typical kind of product where any small mistake could be a disaster. They specialize in that. India now as you see is growing, lacking in infrastructure and has a requirement for water treatment plants which is the need of the day. In coming time we will be in touch with all big companies and water treatment plants and will be trying to approach them for business. We are also offering services to industrial equipment, factories, structures, infra projects – they are our backbone. We are supplying table formwork, circular formwork, steel formwork for round castings for columns and other products. We also have steel plywood fixed panels in different variants to cater to different needs. We are the only company in India which is importing and making H-beams - H16 - from Mywood, Germany. We feel India is a very good market and we are getting a fantastic response for it. Engineered Composite Profiles (ECP) is a unique innovation developed to enhance the existing modules of wood work to better its longevity and convenience. Its usage is promptly seen in door and window frames. It is basically a solution whereby we are providing material without any wastage. Each and every person who came has admired the technology and initiative we have taken to save the wood and to give an ultimate product with a lifetime warranty.

Tell us about your production facilities?

We have a manufacturing facility in Peenya Industrial Estate in Bangalore where we produce ECP, our new innovative product which is being made available for the first time in India. We are a pan India based working company operating from 12 locations. Our other units produce plywood. We have started capturing markets in Nepal and Sri Lanka and the feedback from these countries has been very positive.